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## 2022 So Far Residential Mid-Year Recap/Report/Trends

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## 10 Things to Look For in CRE in the Next 24 Months

By Jeff Holzmann



## EXECUTIVE CHANGES

### Bevan Bloemendaal Elevated to Chief Brand and Creative Officer at Nelson Worldwide



Bevan Bloemendaal

As part of an ongoing strategic effort to reorganize under a practice-led model, Nelson Worldwide, an award-winning architecture, design and strategy firm, has promoted Vice President and Retail Practice Leader Bevan Bloemendaal to chief brand and creative officer.

Bevan's promotion comes on the heels of a "pivot to practice" strategy launched two months ago that shifts Nelson's organizational structure from a regional model to one led by each of its 10 practices/

platforms: Retail; Workplace; Mixed-Use; Industrial; Healthcare; Hospitality; Asset Strategy and Civic, Community, Justice and Education (CCJ&E); Global Solutions and Architectural Implementation.

In this newly created role, Bloemendaal will serve as creator, evangelist and quantifier, forming a critical bridge between magic, logic, art and science and partnering with practice leaders to shape the Nelson brand purpose, creative vision and visual brand language to ensure relevance in a highly

competitive and constantly evolving industry, the firm said. Bloemendaal will lead the brand marketing, sales marketing, strategy and insights, digital experience and brand identity and communications groups. His role will focus on creating brand unity and a transformative human experience, unifying leadership, shared services (HR, Finance, Legal, IT), and all practices and platforms.

Prior to joining Nelson, Bloemendaal served as the vice president of global retail experience and creative services at the Timberland Co. as a creative leader who delivered disruptive marketing solutions. While at Timberland Co., he led the creative disciplines responsible for global store design, visual merchandising, art and copy, digital/e-commerce, and corporate events.

### FCA Appoints McCarthy as President



Aran McCarthy

Architecture, planning and interior design firm FCA has elected FCA Principal Aran McCarthy, AIA, NCARB, as the incoming president, effective on July 1 following the retirement of President John Campbell, AIA, ARIAS, RIBA, LEED AP.

Campbell's FCA career spanned over 36 years, five of those years as president.

"I'm proud to have been a part of FCA's evolution throughout my career," he said. "I've always strived to honor the legacy of our firm's founders, inspiring smart design while reaffirming

our organization's strong values and company culture. I'm confident in the ability of our existing teams across all market sectors to continue providing cutting-edge design solutions, and I know that I leave the firm in intensely capable hands. I am looking forward to seeing FCA's continued growth for years to come."

Campbell joined FCA as part of an exchange program between The Carpenters' Company in Philadelphia and The Worshipful Company of Carpenters in London, working closely with two of the firm's founders, Hughes Cauffman and James Francis.

McCarthy brings decades of experience with healthcare environments to the leadership role.

"It is an honor for me to assume the presidency of FCA, a legacy firm with an incredibly rich history and a recognized culture," he said. "Like all members of our firm, I strongly believe we owe it to ourselves to listen and learn before leading. I look forward to empowering those around me to keep building upon our strengths, providing world-class design that is sustainable and timeless for our clients. The bravest among us are the clearest of vision, and I am confident that our quality of vision will continue to light the way forward during my tenure as president."

McCarthy, who has been with FCA for 22 years, led the firm's expansion to Orlando, Florida, in 2019, and the acquisition of established firm Fred M. Humphrey & Associates in January 2022.